



93.7 FM The Ticket Digital/Social Media Internship

1040 O St

Lincoln, NE 68508

Dates of Employment: Anytime

Job Location: Virtual/remote and occasional in-person meetings

Level of Effort: Part Time 10-15 hours per week, \$15 per hour

Scheduled Days of Work (Mark all that apply): 7 days a week options nights and weekends occasionally.

Regular schedule required with hours during the week between 8 and 5. 1 semester assignment

Job Title: Broadcast Communications/Advertising intern

Organization: 93.7 The Ticket

Supervisor: Rebecca Pearson Lincoln, NE rebecca@theticketfm.com

If you are interested in applying for this internship, please send cover letter and resume to Rebecca Pearson, rebecca@theticketfm.com

An Internship with 93.7 The Ticket provides a rare opportunity for the aspiring marketing student to learn and apply concepts from school curriculum to solve real world marketing problems in sports and broadcast marketing. Your work will help this independent radio station.

The Intern will serve as a member of the radio station program management team

Example Intern projects:

Social media marketer: Analyze owned social media sites, develop recommendation and supporting amplification of show content to grow follower and increase engagement. Requires proficiency with Twitter, Facebook and Instagram.

Advertising/Programming Creative and Execution: Develop basic creative for advertising and social media posts and digital campaigns to support on-air advertising, ensuring an integrated approach and optimal exposure for advertisers and station programming. Requires proficiency with Canva, Adobe or similar tools to create graphics and some onboarding with internal systems may be required.

Other duties as assigned: On site support and social media posting for sporting or marketing events, management of website tactical updates, signage, flyers and other creative materials

Performance Standards will be reviewed at the time of the interview.

Learning Goals

Primary learning goal is to experience and contribute to the communications effort and operations of a local sports radio station with strong ties to the community.

What You Need/Skills and Qualifications Desired:

Creative design skills and a portfolio

Academic background working towards a college degree in business, advertising, communications, marketing, sales

Excellent written and communications skills

Personal laptop computer, mobile phone, strong internet connection and data plan. 93.7 The Ticket does not provide computer equipment.

Preferred: Social media marketing expertise and/or skills with graphics applications

Preferred: Familiarity with the local sports market

Equal Employment Opportunity Statement

93.7 The Ticket is an Equal Opportunity Employer and does not discriminate in employment or recruitment practices on the basis of race, color, religion, sex, pregnancy, sexual orientation, gender identity or expression, national origin, age, disability, veteran status, genetic information, or any other characteristic protected by applicable federal, state, or local law.

We are committed to broad outreach and fair consideration of all qualified applicants.